

FUNDRAISING- SOCIAL MEDIA TEMPLATES

Feel free to use these templates when sharing your Facebook fundraiser or inserting your personal Shower Strike Fundraiser link to a social media post

Campaign Hashtags:

- #ShowerStrike
- #ShowerStrike2023
- #CleanWaterForLife
- #CleanWaterChangesLives
- #ThisIsHowIShowerStrike

Kickoff Post Caption

Instagram/ Facebook: I'm choosing to be smelly for a week so communities in East Africa will be able to have access to clean water! I've joined #ShowerStrike to raise money for the installment of more sustainable water systems. Please help make a difference and get me back into the shower by donating online.

Twitter: For the next 7 days, I'll have an excuse to smell bad. I'm on #ShowerStrike to raise money & awareness to provide #cleanwater for communities in East Africa. Please help make a difference and get me back into the #shower by donating online.

→ Click to tweet link: <https://ctt.ac/A1bXe>

Interactive Post Caption

Instagram/ Facebook: Guess in the comments below how many miles girls and women walk each day for water. I am on #ShowerStrike so families can have better access to water and girls have the opportunity to go to school.

*Answer to above question: The task of collecting water falls mainly to women and children, especially girls, who carry water an average of 6 kilometers (3.7 miles) a day.

Twitter: *Poll on Twitter*

Question: How many miles do girls and women walk each day for water?
#ShowerStrike

Answers: 1 mile, .25 mile, 2 miles, 3.7 miles**

**3.7 correct answer

Well Aware Success Facts Caption

Instagram/ Facebook: 100% of Well Aware's water systems work compared to the industry average 40% success rate. Join us in bringing #CleanWaterForLife through innovative methods by donating to my #ShowerStrike.

Twitter: 100% of Well Aware's #watersystems work compared to the industry average 40% success rate. How in the 🌍 is this possible?! Click on this link to learn how: <https://wellawareworld.org/success-model>

And, join me in raising funds for #ShowerStrike so more projects can last!

→ Click to tweet link: <https://ctt.ac/38mt1>

Gender and Education Caption

Instagram/ Facebook: Women and young girls are responsible for collecting water, often walking 3.7 miles a day, making them unable to actively attend classes. I'm on #ShowerStrike to help get children back into school. Please donate and help make a difference.

Twitter: In water-scarce areas, young girls often miss class to collect water for their families. I'm on #ShowerStrike to help get children back into #school. Please donate and help make a difference. #empowerwomen

→ Click to tweet link: <https://ctt.ac/j40h4>

Sanitation, Hygiene, and Disease Caption

Instagram/ Facebook: 40% of people lack access to handwashing facilities, increasing the spread of infectious diseases (UN Water). Donate to my #ShowerStrike and help improve sanitation and hygiene to fight diseases.

Twitter: 40% of people lack access to handwashing facilities, increasing the spread of infectious diseases (UN Water). Donate to my #ShowerStrike and help improve #sanitation and #hygiene to fight diseases.

→ Click to tweet link: <https://ctt.ac/vla1Z>

Water Scarcity Caption

Instagram/ Facebook: Half of the world's population is estimated to be living in water-stressed areas by 2025 (WHO). I'm on #ShowerStrike to help change the

statistic because #CleanWaterChagesLives. Donate down below to help me reach my goal and make a difference.

Twitter: Half of the world's population is estimated to be living in water-stressed areas by 2025 (WHO). I'm on #ShowerStrike to help change the statistic because #CleanWaterChagesLives. #Donate to help me reach my goal and make a difference.

→ Click to tweet link: https://ctt.ac/DoPx_

Appreciation/ Gratitude Caption

**At the end of Shower Strike, post a picture of dancing, and say:*

Instagram/ Facebook: Dancing because I can finally shower!

Thank you for all who donated to help me get back into the shower and end my #ShowerStrike. *Add personal message about why you #ShowerStrike

Twitter: #Dancing because I can finally shower. Thank you for all who donated to help me get back into the shower and end my #ShowerStrike. #Thankful for all of you!

→ Click to tweet link: <https://ctt.ac/X81qI>